

WCEF2025 Social Media Kit 1



This social media kit includes example posts about the launch of the new WCEF2025.com website, introduction to the programme tracks and promotion of the WCEF newsletter. We also have a couple of post ideas in Portuguese in case you prefer that, even though WCEF will mainly be posting in English. **Please read the instructions carefully** and make sure you drop in to write your comments when we go live with this post.

Feel free to use these example posts and **edit them as you see fit for your own social media channels**. WCEF uses **LinkedIn and X accounts**, so please follow us there and tag us to your relevant posts. We encourage you also to **like, repost** and/or **quote** our posts. Help us spread the word – let's make #WCEF2025 go viral!

Hashtags

Please **always use #WCEF2025** when you post on social media. This will ensure your efforts get noticed – and show on the event's social media outreach numbers.

Other relevant hashtags to use:

#CircularEconomy #climate #economy #nature #biodiversity #SDGs

Images

Please tag Sitra when you use these images. You can use the images freely on social media channels, but if you want to use them on your website, please ask for Sitra's permission in advance (unless otherwise instructed separately). [Download images here](#) (select one or all images and right-click for downloading). We will upload more images to this folder on the way to the event.

Partners' handles

Please tag us and all relevant partners to images you use in posts (or in the posts). You can tag up to 10 handles in an image.

on X (Twitter)

Please **tag all these** (co-hosts):

[@WCEF2025](#) [@SitraFund](#) [@Fiesp](#) [@SenaiSaoPaulo](#) [@CNI_br](#) [@APEXBrasil](#)

+ add other relevant partners' handles (pick those most relevant for you):

[@AfriCANCircular](#)
[@circleeconomy](#)
[@circulareconomy](#)
[@Embrapa](#)
[@FAO](#)
[@FinGovernment](#)
[@the_IDB](#)
[@ulkoministerio](#)

[@undp](#)
[@UNDPClimate](#)
[@unep](#)
[@unepirp](#)
[@unido](#)
[@wbcSD](#)
[@wef](#)



LinkedIn

Please tag **all these**: @World Circular Economy Forum WCEF @Sitra Fund @Fiesp - Federação das Indústrias do Estado de São Paulo @Senai São Paulo @CNI - Confederação Nacional da Indústria @ApexBrasil

+ add other relevant partners' handles (pick those most relevant for you). **TIP!** Please click on the first, second or third word of the tag in your post to activate the tag properly:

@African Circular Economy Network (ACEN)
@Agência Brasileira de Desenvolvimento Industrial - ABDI
@Circle Economy Foundation
@Ellen MacArthur Foundation
@Embrapa
@European Investment Bank (EIB)
@Ibá – Indústria Brasileira de Árvores
@Inter-American Development Bank
@International Resource Panel (IRP)
@MDIC
@Ministry for Foreign Affairs of Finland
@ONUDI Cono Sur
@UNDP
@UNDP Climate
@UN Environment Programme
@UNIDO
@World Economic Forum



Post suggestions

WCEF2025.com is live!

image: WCEF_countdown_Sitra_TopiasDean
or WCEF_countdown2_Sitra_TopiasDean



LinkedIn

Circle the dates! The World Circular Economy Forum 2025 will take over São Paulo, Brazil from 13 to 16 May, gathering pioneers of the circular economy to the tropics to share their visions and solutions.

WCEF2025 will delve into the advantages of circular solutions and facilitate targeted discussions around business, governance, finance, innovation, people and education – the key enablers that drive the circular transition.

To enable participation from around the world, the forum will be live-streamed online, open to all and free of charge.

It's still a while until May, so here's what you can do now:

- Check out our new website [wcef2025.com](https://www.wcef2025.com)
- Subscribe to our newsletter so you won't miss out on any updates

#CircularEconomy #WCEF2025

<https://www.wcef2025.com/>

X

Circle the dates: 13–16 May! The World Circular Economy Forum 2025 gathers #CircularEconomy pioneers in São Paulo BR Brazil and everyone can join online.

📌 Check out our brand-new website, sign up for our newsletter & stay tuned for more! #WCEF2025

<https://www.wcef2025.com/>



Sign up to our newsletter

image: WCEF_newsletter_Sitra_TopiasDean
or WCEF_newsletter2_Sitra_TopiasDean



LinkedIn

It's still a few months until the World Circular Economy Forum 2025 takes place in Brazil, but a lot is happening already behind the scenes.

WCEF2025 brings together forward-looking thinkers and game-changers in the circular economy. In addition to gathering the front runners of the scene, this year's forum will present cutting-edge solutions, offer inspiring insights and meetings that matter.

To make sure you don't miss the programme launch or any other important update, order our newsletter!

#CircularEconomy #WCEF2025

<https://www.wcef2025.com/>

X

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Posts in Portuguese: Circule essas datas!

image: WCEF_countdown_Sitra_TopiasDean
or WCEF_countdown2_Sitra_TopiasDean



LinkedIn

O Forum Mundial de Economia Circular vai acontecer em São Paulo, de 13 a 16 de maio, reunindo pioneiros da economia circular para compartilhar visões e soluções.

O WCEF2025 vai explorar todas as vantagens das soluções circulares e promover discussões focadas em negócios, governança, finanças, inovação, pessoas e educação – os principais impulsionadores da transição para a economia circular.

Para garantir a participação de todos, o fórum será transmitido ao vivo pela internet, com acesso gratuito e aberto a quem tiver interesse.

O fórum é só em maio, mas você já pode se informar:

- Confira o nosso novo site: [wcef2025.com](https://www.wcef2025.com)
- Inscreva-se na nossa newsletter (em Inglês) para não perder nenhuma atualização.

#EconomiaCircular #CircularEconomy #WCEF2025

X

Circule essas datas: 13–16 Maio! O Forum Mundial de Economia Circular 2025 vai juntar pioneiros da #EconomiaCircular em São Paulo BR Brasil e todos podem se juntar online!

📌 Visite nosso site, assine a newsletter e fique ligado para mais #WCEF2025

<https://www.wcef2025.com/>